

What is claimed is:

1. An R-T-B system rare earth permanent magnet, comprising a sintered body comprising:

a main phase consisting of an $R_2T_{14}B$ phase (wherein R represents one or more rare earth elements (providing that the rare earth elements include Y), and T represents one or more transition metal elements essentially containing Fe, or Fe and Co); and

a grain boundary phase containing a higher amount of R than said main phase, wherein a platy or acicular product exists.

2. An R-T-B system rare earth permanent magnet according to claim 1, wherein said product exists along said $R_2T_{14}B$ phase.

3. An R-T-B system rare earth permanent magnet according to claim 1 or 2, wherein the mean value of the major axis/minor axis of said product is 5 or greater.

4. An R-T-B system rare earth permanent magnet according to claim 3, wherein the major axis of said product is within the range between 30 and 600 nm and the minor axis thereof is within the range between 3 and 50 nm.

5. An R-T-B system rare earth permanent magnet according to claim 1, wherein said sintered body contains Zr and said product is rich in Zr.

6. An R-T-B system rare earth permanent magnet according to claim 5, wherein said product has periodic composition fluctuations of Zr and R in said minor axis direction.
7. An R-T-B system rare earth permanent magnet according to claim 1, wherein the amount of oxygen contained in said sintered body is 2,000 ppm or less.
8. An R-T-B system rare earth permanent magnet according to claim 1, wherein said sintered body has a composition consisting essentially of 28% to 33% by weight of R, 0.5% to 1.5% by weight of B, 0.03% to 0.3% by weight of Al, 0.3 or less by weight (excluding 0) of Cu, 0.05% to 0.2% by weight of Zr, 4% or less by weight (excluding 0) of Co, and the balance substantially being Fe.
9. An R-T-B system rare earth permanent magnet according to claim 8, wherein said sintered body contains 0.1% to 0.15% by weight of Zr.